On Campus with Max Shulman

(By the author of "Rally Round the Flag, Boys!", "Dobie Gillis," etc.)

'TIS THE SEASON TO BE JOLLY

Yuletide is almost upon us. Let's stop wasting time in classes and get on with our Christmas shopping. Following are a number of gift suggestions, all easily obtainable at your nearest war surplus boutique.

First, a most unusual gift idea, brand new this year and certain to please everyone on your list—a gift certificate from the American Veterinary Medicine Association! Each certificate is accompanied by this charming poem:

Merry Christmas, north and south,
Does your cow have hoof and mouth?

And your dog, fidele semper,
Here's a cure for his distemper.

Little kitten, cute and squirmy,
Bring her in. I think she's wormy.

To bunnies, turtles, parrots green,
Joyeux Noel! Heureux Vaccine!

Are you wondering what to give that extra-special man on your list? Stop wondering. Give him that extra-special shaving combination, Personna Super Stainless Steel Blades and Burma Shave. Each gift is accompanied by this charming poem:

Christmas merry, New Year bonny,
From your friendly blade Personny.

You will have the ladies fawning,
If you're shaving with Persawning.

Injector style or double edges,
Both are made by good Persedges.

And Burma-Shave in plain or menthol,
Leaves your face as smooth as renthol.

(NOTE: As everyone knows, renthol is the smoothest substance ever discovered. You may not know, however, that renthol is named after its inventor, Ralph Waldo Renthol, who developed it by crossing a swan with a ball bearing.)

(Interestingly enough, Mr. Renthol did not start out to be an inventor. Until age 50 he was a Western Union boy. Then fate took a hand. One day while delivering a singing telegram to a girl named Claudia Sigafoos, Ralph noted to his surprise that the telegram was signed "Claudia Sigafoos!" She had sent herself a birthday greeting!

(When pressed to explain, Claudia told Ralph a heart-rending tale. It seems that when she was only six weeks old, her parents were killed in an avalanche. The infant Claudia was found by a pair of kindly caribou who raised her as their own. They taught her all they knew—like how to rub bark off a tree and which lichens are better than other lichens—but in time they saw that this was not enough. When Claudia reached age 18, they entered her in Bennington.

(Unused to people, Claudia lived a lonely life—so lonely, in fact, that she was reduced to sending herself birthday greetings, as we have seen.

(Ralph, deeply touched, married Claudia and tried his best to make her mingle with people. It didn't work. They went nowhere, saw no one, except for an annual Christmas visit to Claudia's foster parents, Buck and Doe. To while away his long, lonely hours, Ralph finally built a work bench and started to futz around with inventions, as we have seen.

(It is pleasant to report that the story of Ralph and Claudia ends happily. After the birth of their two children, Donder and Blitzen, Claudia joined the PTA and soon overcame her fear of people. Ralph joined the Elks.)

But I digress. Merry Christmas to all and to all a good night! Ho-ho-ho!

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The makers of Personna and Burma Shave join Old Max in extending greetings of the season.

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